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4th International Congress: Education and Knowledge

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(Eds.)



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4th International Congress: Education and Knowledge
4º Congreso Internacional: Educación y Conocimiento
4t Congr s Internacional: Educaci  i Coneixement

Rosabel Roig-Vila, Jordi M. Antol  Mart nez, Carolina
Lorenzo  lvarez, Ver nica Onrubia-Mart nez &
Alejandro S nchez Ronco (Eds.)



Construyendo el conocimiento de forma colectiva

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Challenge-based innovation: a co-design challenge development proposal in an immersive context

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In a context where social, environmental and economic challenges require innovative and collaborative responses, Challenge-Based Innovation emerges as an approach that promotes the development of concrete solutions through co-creation processes between multiple local and institutional agents. Within this framework, the Working Envisioning (WE) project fostered the implementation of challenge-based innovation practices in the territory of Miranda do Douro, a region in the northeast of Portugal characterised by low population density, strong preservation of rural practices, rich natural heritage, and the maintenance of the Mirandesa language, the second official language of the country. Miranda do Douro currently faces challenges related to depopulation, the valorisation of local resources, and the preservation of its cultural identity, becoming a suitable setting for the application of collaborative and innovative methodologies. The aim of this study is to describe the process of developing strategic challenges through the co-design methodology, highlighting the dynamics of identification, formulation and validation. The adopted methodology was based on a structured cycle of internal and external processes. In the initial internal process, facilitators proceeded with the mapping and identification of key stakeholders in the territory, encompassing cultural, agricultural, social and environmental associations, as well as academic institutions and local economic agents. This was followed by the external process, in which focus groups were carried out with representatives of these stakeholders, with the aim of gathering perceptions, needs and concrete challenges faced by the community. This stage enabled the direct capture of emerging concerns and perceived development opportunities in the field. Returning to the internal process, the technical team drafted the challenges, seeking a formulation that was simultaneously open, inspiring and aligned with local realities, in order to foster creative and multidisciplinary solutions. Subsequently, the drafted challenges were submitted to a new phase of external validation with the stakeholders, ensuring they effectively responded to the community's felt needs and aspirations. As a result of this co-design process, five priority challenges were identified: attracting new breeders to the Mirandesa cattle sector, promoting the continuity of certified local meat production; projecting traditional Mirandesa music as intangible cultural heritage of humanity, recognising its historical and cultural richness; developing new ways of valorising the residual wool from sheep in the Mirandês Plateau, promoting the circular economy; revitalising the Mirandesa language in a post-modern context through innovative strategies of promotion and teaching; and organising mediation activities with Mirandês donkeys, exploring their therapeutic and cultural benefits for the population. These challenges mirror the diversity and depth of local issues, covering economic, social, environmental and cultural dimensions. It is concluded that Challenge-Based Innovation, applied through the co-design methodology, proved effective in promoting active listening, integrating different visions, and building a participatory innovation agenda. This entire process culminated in the drafting of an Innovation Charter for Miranda do Douro, a strategic document that synthesises the main challenges, defines

intervention priorities, and proposes pathways for promoting sustainable development and preserving the cultural and natural heritage of the territory. Thus, the experience reinforces the relevance of co-design as a tool for social and territorial innovation, enhancing local protagonism in the construction of solutions adapted to the real needs of communities.

